

# NORFOLKARTS

## PROSPECTUS

City of Norfolk, Virginia Public Art Program  
Commission of Artwork for Lafayette Gateway

5194-0-2017/DH, SUBMISSIONS DUE: 2:00 PM EDT, October 13, 2016

**The Norfolk Public Art Commission  
and the Lafayette Gateway Planning Committee seek to  
commission an artist to design and create artwork.**

**LOCATION/CONTEXT:** The Lafayette Gateway is a centrally located round-about in Fairmount Park, one of many established neighborhoods in the City of Norfolk. Fairmount Park is a solid mixed income neighborhood with modest homes and tree-lined streets whose strong character is often overlooked. It is one of the most culturally, ethnically and generationally diverse and integrated neighborhoods in the city. The neighborhood dates back to 1899 originally named Fairview, later renamed Fairmount Park, and was divided into lots for sale and marketed as "Norfolk's Ideal suburb" in 1904. The development of Fairmount Park was supported by the extension of the Church Street streetcar line eastward from 26<sup>th</sup> Street across the Lafayette River traversing Lafayette Boulevard, connecting the neighborhood to the city center and making the suburbs easily accessible to downtown Norfolk. In the 1920's the streets were renamed in commemoration of people, battles, and places significant during World War I. In 1923, Fairmount Park became part of a twenty-five square mile tract that was annexed to the City of Norfolk.

Beginning in 2002, neighborhood residents came together and worked with the City to create the Fairmount Park Neighborhood Revitalization Plan. The Plan addresses economic and business development, housing, homeownership and conservation, infrastructure, public facilities and services, parks and trails, public safety and emergency services. Landscaping and signage design improvements are underway at the major gateway entrance through the neighborhood. Four areas are identified that serve as entrances to Fairmount Park, including a triangular area on Lafayette Boulevard, a major east-west arterial road that runs through the center of the neighborhood. In an effort to calm traffic and make the area more pedestrian friendly and become a catalyst for economic development, the boulevard is going from four lanes down to two with a middle turn lane, bike paths, and widened medians with green space as well as dedicated on-street parking.

**PROJECT DESCRIPTION:** The committee wants an inspiring gateway artwork that will evoke neighborhood pride, ownership and diversity. The goal of the Fairmount Park Neighborhood is to be a safe, aesthetically appealing, fiscally viable, family-oriented diverse and integrated community with excellent educational, social, recreational, and cultural opportunities, fostering a strong and diverse residential and business community with concern for ecological stewardship. The Lafayette Gateway artwork should aspire to this goal.

**PROJECT SITE:** The identified site for the artwork is in the triangular median area west of an existing round-about on Lafayette Boulevard. A site plan is included. The City will not have a

pre proposal conference or site visit. Artists are encouraged to visit the site.

**SIZE/MEDIUM:** The artwork should be large enough to be seen by vehicular traffic but also enjoyed by pedestrians both during the day and at night. There is electricity at the site. The new extended median is large enough for pedestrians to stop and sit. The artist may want to consider creating a place to rest. The artwork medium can be any durable, permanent materials that are safe and easily maintained and will stand the test of time.

**PROJECT FUNDS:** Up to three finalists may be selected to be interviewed by the Public Art Planning Committee via Skype. The finalists are not expected to complete a design at this stage but will be interviewed about past work and creative process. There will also be a preliminary discussion of the site. The committee reserves the right to select the final artist without a finalist process.

The total budget for the completed, delivered and installed artwork is \$80,000. This will cover artist's honorarium, fabrication, materials, shipping, insurance, and travel expenses necessary to complete the project, project plaque, final documentation and any incidental expenses. The artist must hire a Virginia licensed contractor to install the artwork(s). The selected artist may be asked to present a community educational workshop or presentation.

Please note that a city contract will be issued with a design phase requiring review and approval by the Public Art Commission prior to fabrication.

The selected artist must carry a Commercial General Liability Insurance Policy naming the City of Norfolk as an additional insured, and must provide certificates of insurance to that effect guaranteeing thirty (30) days written notice before any changes to the policies become effective. Insurance can be purchased and certificate presented after the first payment is made. If the artist employs anyone in connection with this work, the artist must carry a workers compensation insurance policy and an automobile liability insurance policy if appropriate. The artist shall also be responsible for assuring subcontractors, if there are any, meet the same insurance requirements.

**CALENDAR:** This calendar is subject to change.

October 13, 2016, 2:00 p.m. EDT time, submittal due date and time

Fall 2016, selection announced

Fall 2017, completion of art

**SELECTION CRITERIA AND AWARD CONSIDERATIONS:** The commission will be awarded based on many factors such as the aesthetic value, creativity and contemporary relevance of the proposed piece. The city will consider the diversity of beliefs and values and general standards of decency of the citizens who fund the commission and purchase public art for the City of Norfolk. The award will be made to the responsible offeror whose submission is determined in writing to be the most advantageous to the City taking into consideration the evaluation factors set forth in this Request for Proposal.

The following criteria will be used in the proposal evaluation process:

- Artistic merit (excellence, originality, creativity and innovative approaches) as evidenced by submitted materials
- Professional artistic experience to fulfill the requirements of this project either in studio, educational, community, employment and/or art projects and the ability to undertake the design, creation and installation of the artwork
- Appropriateness of materials, style and concepts in relation to this prospectus

**PROPOSAL REQUIREMENTS:** Nine (9) collated copies of each package must be submitted. The original proposal must be clearly marked. Only one (1) CD-ROM or USB flash drive of your prior work is required with your proposal. Each proposal shall also provide the following information:

1. Up to 10 images of prior work, submitted as digital images (1 copy) to the following specifications.  
DIGITAL IMAGES: Images should be sent on a PC-compatible CD-ROM or USB flash drive in JPG format. Each file should be named with vendor surname and image number to correspond with annotated image list. Maximum image size is less than 1MB. Do not embed images into PowerPoint or submit moving images or audio files.  
If the artist has an initial idea, an image may be submitted as part of the 10 images.
2. A letter of interest, not to exceed one page, explaining why you are interested in this project and how you will approach the artwork design and creation.
3. An annotated image list not to exceed two pages, clearly labeled with your full name and a numerical listing for each image, the title of the work, the media, dimensions, project budget and year of completion.
4. A current resume not exceeding two pages.
5. Signed STATEMENT OF UNDERSTANDING.

**QUESTIONS/FOLLOW UP:** Questions about this project may be directed to Danny Hawk, Office of the Purchasing Agent, 757-664-4026, Fax 757-664-4018 or [danny.hawk@norfolk.gov](mailto:danny.hawk@norfolk.gov).

This Request for Proposals is governed in all respects, including but not limited to the award decision, by the Code of the City of Norfolk, 1979, as amended, especially Chapter 33.1, the Procurement Chapter, and its associated regulations. For more information on doing business with the City of Norfolk or to become familiar with the City Code generally, its Procurement Chapter and regulations, or the ethics and non-discrimination sections of the Procurement please go to the city web site at <http://www.norfolk.gov/purchasing>. The City encourages women and minorities to submit proposals and for non-minority artist to participate with small businesses and women and minorities through partnerships, joint ventures, subcontracts and other contractual opportunities. Please describe any planned use of such businesses in fulfilling this contract.

Before submitting proposals, please review the website [www.norfolk.gov/bids.aspx](http://www.norfolk.gov/bids.aspx) for possible updates and addendums. **All proposals must be received in an appropriately marked sealed envelope or suitable container to the Office of the Purchasing Agent, 230 East Main Street, Suite 250, Norfolk, VA 23510, at or prior to 2:00 P.M., EDT Time October 13, 2016. On the outside of your proposal please reference RFP 5194-0-2017/DH – Lafayette Gateway Public Art.**

**TO ALL OFFERORS:** Statement of Understanding

Fill out, sign and submit with your proposal.

All information submitted in this proposal is true and artwork represented is accurately attributed.

In the preparation and submission of this proposal, I did not directly or indirectly enter into any combination or arrangement with any person, firm or corporation, or enter into any agreement or act any way to conspire to rig bids.

In compliance with the Code of the City of Norfolk, Virginia Section 33.1-9, trade secrets or proprietary information submitted by Offerors in connection with a procurement shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the contractors must invoke the protection of this section prior to or upon submission of the data or other materials, and must identify the specific area or scope of data or other materials to be protected and state the reasons why protection is necessary. An all-inclusive statement that the entire bid is proprietary is unacceptable and will not be honored. A statement that costs are to be protected is unacceptable and will be disregarded.

This Request for Proposals is governed in all respects, including but not limited to the award decision, by the Code of the City of Norfolk, 1979, as amended, especially Chapter 33.1, the Procurement Chapter, and its associated regulations. I have read and am familiar with the City Code, its Procurement Chapter and regulations, and the ethics and non-discrimination sections of the Procurement.

Signature \_\_\_\_\_

Date \_\_\_\_\_

